



Update on Health Enterprise Zones

June 13, 2013

Overview Of Presentation



- Performance Monitoring and HEZ Evaluation Update
- Cultural Competency Training Update
- HEZ Incentives Update
- HEZ Conference

Performance Evaluation And Public Reporting



- Each HEZ is required to submit quarterly progress reports to the CHRC as a condition of payment of public funds.
- HEZs are required to develop annual performance goals, such as number of HEZ practitioners hired/added or number of residents assisted by community health workers. Progress towards reaching these goals is tracked on a quarterly basis.
- The state has developed an “HEZ Dashboard” (next slide) to assess performance on key milestones and deliverables and overall progress towards key goals of each Zone.
- The Dashboards will facilitate public reporting, accountability of the HEZs, and fiscal stewardship of public resources.

HEZ Dashboard Example



Zone: Caroline/Dorchester
Total Population of Zone: 36,123
Date: January – March 2014 (Q4)

Health Enterprise Zones Dashboard



Associated Black Charities
 Eastern Shore Area Health Education Center
 Dorchester County Health Department

Participating Partners
 Maryland State Medical Society
 Chesapeake Voyagers, Inc./DRI Dock
 Affiliated Sante Group

Shore Wellness Partners
 Maryland Healthy Weighs
 Caroline County Health Department

Hospital Utilization		Annual Rates		2014			
		CY 2012	CY 2013	Q1	Q2	Q3	Year
Dorchester/Caroline	Hospitalization Rate*	143.0	134.5	⌘	⌘	⌘	⌘
	Readmission Rate	12.2%	12.0%	⌘	⌘	⌘	⌘
Maryland	Hospitalization Rate*	110.1	105.0	⌘	⌘	⌘	⌘
	Readmission Rate	13.3%	13.8%	⌘	⌘	⌘	⌘

*Rate per 1,000 residents.
 Maryland residents hospitalized out of state are not included in data.

Clinical Measures	Baseline	Year Two			
		Q1	Q2	Q3	Q4
# of sites reporting					
# of providers reporting					
# of patients receiving services across sites					
Asthma					
Asthma Symptom Assessment (NQF 1)					
Use of appropriate medications (NQF 36)					
Behavioral Health					
Screening for clinical depression and follow up plan (NQF 418)					
Antidepressant medication management (NQF 105)					
Diabetes					
Diabetes: HbA1c Control (NQF 575)					
Diabetes: LDL Management (NQF 64)					
Diabetes: BP Management (NQF 61)					
Hypertension					
Hypertension: BP Control (NQF 18)					
Smoking					
Smoking Screening & Counseling (NQF 28)					
Obesity					
BMI Screening & Follow-Up (NQF 421)					

Process Measures	Year One Goals	Year One Cumulative Totals			
		Q1	Q2	Q3	Q4
# of HEZ practitioners added* (FTE)	9	3.5	5.7	5.7	12.7
# of unduplicated patients seen across Zone	687	29	200	440	591
Average response time to calls for the mobile crisis team	<60 mins	NA	45 mins	16 mins	10 mins
# of patient visits (unduplicated) across Zone		NA	580	1630	3,267
# of students (unduplicated) served in school based wellness centers		NA	60	150	196
# of individuals (unduplicated) participating in Maryland Healthy Weighs		12	23	33	46

Key Milestones	Year One			
	Q1	Q2	Q3	Q4
Goal 1: Increase access to primary care services				
Develop and implement SBWC in Caroline County				
Open Federalsburg adult mental health clinic				
Expand primary care services at Chesapeake Women's Health				
Goal 2: Increase community health resources				
Implement Community Health Outreach Teams				
Implement peer substance abuse recovery program				
Implement Shore Wellness home visiting program				
Goal 3: Promote Cultural Competency				
Provide cultural competency training to collaborative partners				

Completed Milestones	
✓	Develop and implement SBWC in Dorchester County
✓	Initiate new mobile health crisis team
✓	Initiate Maryland Healthy Weighs program

*Includes direct and indirect *Licensed Independent Practitioners* (physician, dentist, nurse practitioner, physician assistant, nurse midwife) and *Other Licensed or Certified Health Care Practitioner* (RN, social worker, medical assistant, licensed practical nurse, dental hygienist). - HRSA Policy Information Notice 2002-22

Evaluation Of The HEZ Initiative



The Maryland Health Improvement and Disparities Reduction Act requires CHRC and DHMH to conduct an overall evaluation of the program. The evaluation will assess the following:

1. The overall impact of the HEZ Initiative in the following three core policy goals:
 - a) Reduce health disparities;
 - b) Expand access and improve health outcomes; and
 - c) Reduce health costs and hospital admissions and readmissions.
2. The individual performance of each HEZ in achieving their specific programmatic goals, including how each HEZ coalition's organization, governance, and consumer engagement relate to program outcomes;

Evaluation Of The HEZ Initiative



3. The economic impact of individual HEZs, including:
 - a. Cost savings achieved due to reduced hospital expenditures;
 - b. Number and type of incentive programs used by the HEZs and their impact on hiring and service expansion;
 - c. Number of direct and indirect jobs added by the HEZs; and
 - d. Additional economic activity generated by the HEZs.
4. Resident experience and participation; and
5. Provider experience and participation.

Evaluation Of The HEZ Initiative



- The HEZ Evaluation Proposal Review Committee completed its review process and recommended the Johns Hopkins University Bloomberg School of Public Health Center for Health Disparities Solutions for award.
- The HEZ Evaluation contract will be brought before the Board of Public Works in August.
- CHRC will serve as contract monitor and will work closely with the Contractor to ensure execution of evaluation activities, early identification and resolution of problems, and on-time deliverables.

Cultural Competency Training



- **Purpose:**

- A goal of the Health Enterprise Zone (HEZ) program is to reduce racial/ethnic and geographic health disparities in Maryland. One important strategy for reducing and eliminating health disparities includes “cultural and linguistic health competency among service providers.”

- **Authority:**

- The Office of Minority Health and Health Disparities (MHHD) enforces the Maryland Health Improvement and Disparities Reduction Act of 2012’s requirement that HEZ practitioners and other direct hires demonstrate competency in cultural, linguistic, and health literacy.

Cultural Competency Training



- **Process:**
 - A curriculum and evaluation tool for cultural competency training was developed by MHHD for use at the HEZs. Areas of concentration include:
 - Diversity and disparities in the community, the effects of unconscious bias, introduction to cultural and linguistic competency, introduction to health literacy, the CLAS Standards, and workforce diversity.
 - The training program includes a 30 minute overview of cultural competency to the HEZ leadership followed by a 2 hour training for HEZ staff.

Cultural Competency Training



- **Progress:**

- Anne Arundel HEZ:

- Training: February 14, 2014
 - 7 Leadership Members
 - 14 Frontline Staff Members

- Dorchester County HEZ:

- Training: March 11, 2014
 - 5 Leadership Members
 - 8 Frontline Staff Members

- West Baltimore HEZ:

- Training: April 14 and May 8, 2014
 - 14 Leadership Members
 - 8 Frontline Staff Members

Cultural Competency Training



Cultural Competency Training Evaluation Findings:

- Participants understood the importance of cultural and linguistic competency to an organization and its staff, as well as the health outcomes of the patients being served.
- Participants recognized that the cost of disparities were a burden on all those in the State and that a lack of cultural competency can lead to medical errors.

Future Work:

- Dates are being finalized for trainings for the HEZs in Prince George's County and St. Mary's County.

HEZ Incentives



Two types of incentives are available to the HEZs to help attract new practitioners to expand services in underserved areas to address persistent health disparities in Maryland.

- **Tax Credits:**

- Health Care Practitioner Personal Tax Credit
- Hiring Tax Credit

- **Loan Repayment:**

- Maryland Loan Assistance Repayment Program (MLARP)
- Janet L. Hoffman Loan Assistance Repayment Program

HEZ Incentives



- **Health Care Practitioner Personal Income Tax Credit:**
 - As of April 28, 2014, eligible health care providers may apply for a tax credit in an amount equal to 100% of the amount of State income tax.
- **Employer Hiring Tax Credit:**
 - Eligible employers participating in the HEZ initiative that hire health care practitioners, community health workers, or interpreters may receive \$5,000 per year over a two-year period per employee.

HEZ Incentives



- **Maryland Loan Assistance Repayment Program (MLARP)**
 - Eligible physicians and physicians assistants in the fields of family practice, internal medicine, pediatrics, obstetrics and gynecology, and general psychiatry.
 - Awards are up to \$25,000 per year for a two-year commitment.
 - More information is available at:
<http://hsia.dhmf.maryland.gov/opca/SitePages/pco-larp.aspx>
- **Janet L. Hoffman Loan Assistance Repayment Program**
 - Eligible physician assistants, social workers, nurses, and nurse practitioners.
 - Awards can be up to \$10,000 a year for a three-year commitment.
 - More information is available at:
https://www.mhec.state.md.us/financialaid/ProgramDescriptions/prog_larp.asp

HEZ Conference



- Three year funding opportunity from the Robert Wood Johnson Foundation
- Inaugural conference: *Using Incentives to Drive Local Progress*
 - Areas of focus included:
 - Lessons from the nation: Presentations focused on economic, social, and data-driven efforts;
 - Local health enterprise zones: Interactive discussion focused on the successes and challenges of zones
 - Future partnership and opportunities from federal, state, and hospital perspectives.
- Redefining the H in our State and communities...Help, Hope, Healing

Conclusion



Next Steps

- Site Visits with each HEZ
- Technical Assistance